PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Monica Arnone

DATE: June 26, 1995

FROM J. Yvette Robinson/Event Marketing

SUBJECT: **Event Fact Sheet for the Latino World Festival '95**

Marlboro Community Event Marketing will be a participant at the Latino World Festival '95 in Detroit, Michigan on **July 7 - 9, 1995**. Specific information is as follows:

EVENT: Latino World Festival '95

DATES: **July 7 - 9, 1995**

TIME: Friday, Saturday, Sunday: noon - midnight

LOCATION: Philip A. Hart Plaza
Downtown Detroit, MI

PHILIP MORRIS ACTIVITIES: As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- One 10' x 22' tent and two promotional kiosks, which will be provided by Philip Morris, at locations at the site of the Event to be mutually agreed upon by the parties;
- The right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;
- The exclusive right to conduct tobacco pack sales and incentive distribution among smokers 21 years of age and older at promotional locations at the site of the Event to be mutually agreed upon by the parties; and
- The right to recognition in media and print advertisements placed in connection with the Event and to approve in advance all materials and announcements prepared by the Promoter that mention Philip Morris or **MARLBORO**.

MANPOWER: Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

Should you have any questions or concerns, please contact me at 212/878-2360.

cc:
F. Alfieri, S. Anderson, R. Anise, I. Broeman, R. Bucciarelli, D. Cohen, P. Egan, C. Glisson, J. Fontanez, S. Hammond, K. McGrath, D. Moore, V. Murphy, S. Sampson, W. Smith

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